

## Case History: Creating a patient centric vision

### Diabetes / corporate

#### Challenge

A four-country central and eastern Europe region needed to create a patient centric vision to support the launch of a diabetes CPS initiative to improve treatment adherence. The vision statement also needed to be sufficiently flexible to be amended following launch of global advocacy guidelines. The difficulties faced were the window of opportunity to develop the patient centric vision, the multitude of existing internal definitions and perceptions of patient centricity and the many internal stakeholders needed to be involved at various stages. Once the vision statement had been created it was to be rolled out to the wider region team members.

#### Solution

Mindful of budget constraints, Commutateur proposed a three-step approach; (i) the creation of a development committee with representatives from the different regions (ii) face to face / telephone interviews of what patient centricity meant to senior team members (iii) an online survey amongst the more numerous region members to identify resource gaps and share understandings about patient centricity and patient advocacy. From these, a word cloud on the key themes was created and a draft vision statement prepared alongside examples of similar company statements from industries such as Oil, FMCG and IT. An intense and original one-day workshop was designed which included a video of the survey results being presented to the delegates.

The group was divided equally into two (10:10 delegates) and by a series of guided facilitation exercises, each group working in parallel created a vision statement; the groups were mixed three times before voting (using previously defined criteria) on the statement to go through to the final stage. Here the selected version was finalised in a combined, collaborative group session. Accompanying presentations on patient advocacy were developed to reinforce key points of patient centricity.

#### Results

The single vision statement created has now been accepted by senior management and is being used throughout the region. Responses from the immediate post workshop evaluation survey to organising committee:

- 5/6 respondents said the workshop fully met the objective for creating a patient centric vision statement.
- 5/6 respondents said facilitator was either extremely skilled or very skilled in the subject.
- 6/6 respondents said the facilitator was extremely well prepared or very well prepared.
- 6/6 respondents said the facilitator was extremely experienced / very experienced in the subject.

*"I liked the workshop and I'm happy with the result. And I find extremely important how the follow up and the continuation will be done" "We are just at the beginning. Now countries should map the stakeholders and work on a strategy moving forward." "Thank you Nick, I would gladly rely on you to organize a similar event in the future."*

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